THIRD SECTION.—12 PAGES.

NEW YORK, SUNDAY, JANUARY 14, 1912. - BY THE NEW YORK HERALD COMPANY.

DRY GOODS, &C.

PRICE FIVE CENTS. DRY GOODS, &C.

DRY GOODS, &C. DRY GOODS, &C.

R. H. Macy & Co.'s Attractions Are Their Low Prices.

We have sold more furs in two weeks than the average store sells in a year. We sold at half price. We are still selling at half price. That would not account for the popularity of the sale if the furs were "as other sale furs."

Mere money consideration would never carry weight with our customers if we did not back it up with the right kind of mer-

Every piece of fur in this sale is up to the Macy standard and carries a guarantee which is searcely necessary when one feels the quality. SECOND FLOOR,

52-in. CARACUL COATS. Made to sell at \$89.75; now...... \$44.87 Either in Sets or Separate

Sell at \$89.75; now ... \$44.87
Sell at \$93.75; now ... \$46.74
Sell at \$93.75; now ... \$47.87
Sell at \$94.75; now ... \$47.87
Sell at \$98.75; now ... \$49.87
Sell at \$114.00; now ... \$56.75
Sell at \$114.00; now ... \$16.74
Sell at \$114.00; now ... \$16.74
Sell at \$114.00; now ... \$16.74
#

Matched Fur Sets

Small Furs

For Men and Women At an Average of Half Price

In conjunction with a series of half-price Sales throughout the store, we are now offering Winter Underwear at about the same saving. This Underwear comes from the Norfolk and New Brunswick Hosiery Company, manufacturers of the finest qualities and the finest only. Their product is sold in all the leading retail and Men's Furnishing stores throughout the United States. ne of the garments have imperfections, so slight that if we didn't

mention is they would never be noticed. MEN'S \$1.00 and \$1.50 UNDERWEAR, Shirts or Drawers, at 74c. Light, medium and heavy weight merino, in white, natural gray, blue or tan; Shiris with long sleeves; sateen or self-faced; pearl buttons. Drawers are ankle length, double gusseted, bands faced with satin. All sizes up

WEAR, Shirts or Drawers, \$1.24 DERWEAR, Vests or Pants, at 69c Four kinds: (1) Medium and heavy weight wool. (2) Fine cashmere. (3) Llams. (4) All wool. In white, natural gray, blue or tan. Shirts have sateen and self-faced fronts. Drawers are ankle length. Sizes, shorts, stouts and extra large.

MEN'S \$2.50 and \$3.50 UNDER-WEAR, Shirts or Drawers. \$1.89 at.

Three kinds: (1) Medium, heavy and extra heavy all wool. (2) Llama. (3) Fine cashmere. In white, natural gray, blue or tan. Shirts have satinfacings and pearl buttons. Drawers are ankle length, double gusseted. All sizes.

MAIN FLOOR REAR.

Fine ribbed merino, white or natural color. Some of the vests with silk fronts. High neck, long or short sleeves Silk finished neck, with silk sleeves. Silk finished neck, with silk French bands, opening at sides. Sizes

Marquisettes

BRUXELLES Prices Lower than

White Princess and Lierre

Laces.

embroidered.

Hand-sewn and hand-

330 to

\$4.69

BLACK AND COLORED SILKS Odd Lengths at 1/2 Price—Pre-Inventory Sale Prices in Some Instances as Low as

You Would Pay for Cotton Materials. We have taken from our regular stocks all odd lengths of silk and marked them at such a price as insures immediate dis-

Satins Meteors Taffetas Messalines Crepe de Chines Habutais Foulards Fancy Voiles and many other desirable varieties. 29°C yd. for 39c. silks. | 59°C yd. for \$1.19 silks. | 1.19 yd. for \$2.49 silks. | 20°C yd. for 59°C yd. for \$1.39 silks. | 1.49 yd. for \$2.97 yd. 69C yd. for \$1.39 silks. | 1.49 yd. for \$2.97 silks. 39°C yd. for 79c. silks. 790 yd. for \$1.59 silks. 1.69 yd. for \$3.49 silks. 990 yd. for \$3.96 silks. 1.98 yd. for \$3.96 silks. 49C yd. for 99c. silks. We guarantee every yard of silk in this sale absolutely perfect and

Silk Voiles

standard quality. In view of the interest these sales invariably create and to enable our customers to shop in comfort, we have assigned extra selling space and extra MAIN FLOOR.

BORDERED the latest
Parisian fad.
Dress Goods De

posal.

New York of Parisian fad.

First showing in

Dress Goods Dept. As Usual, Macy's Leads the Way!

We have voice with fringe borders a black, gold and navy. Also glace marquisettes with elabo-ate broche borders, in three of the newest combinations.

Both these materials will be in the front rank of fashion this coming season. Price \$3.96 per yard each.

You can't have better than the best, and you cannot pay prices lower than the lowest. The

These laces are very desirable for evening gowns and dressy walsts. They are in demand for hat trimmings.

Most stores advertise them as real lace, as they practically are only the braid and net being machine made.

Included in the lot are 18, 27 and 45 inch flouncings. 2½ to 9 inch bands, 3 to 6 inch edglags, and 18 inch allovers. MAIN FLOOR, CENTER. 45 INCH SWISS Elsewhere best groceries and the lowest prices for them are advertised on Last LOUNGINGS MAIN FLOOR. Page, Section 4. The newest English eyelet designs.

DRY GOODS, &C.

For Every Special Value Advertised on This Page There Are Hundreds of Unadvertised Store --- Just

DRY GOODS, &C.

OF CHINA, GLASSWARE, ETG.

We maintain our own factories all over the world. We maintain a fixed underselling policy over all the rest of the world!

Our stocks of China and Glassware on sale and in reserve are greater than the combined stocks of all the other New York Department stores. We manufacture in our Decorating Shops and Potteries in France, Germany and Austria much of the China offered in this sale. We manufacture in our glass-cutting shops in New York the famous "Straus" Cut Glass, now, as in the past, unapproached in quality.

We introduced open-stock Dinnerware in America. We are still headquarters for it. Our open-stock ware now amounts to one hundred and fifty-one patterns. If you select one of these patterns you can periodically replenish or increase your service at your convenience.

We specialize in first quality kitchenware. We have every utensil that is needed in any kitchen, being quite as particular about Stone Bread Crocks, Butter Pots, Mixing Bowls, Cake EASTERN WOOL BLANKETS, of very durable warp filling. (A limited and Jelly Moulds and heavy Blue Labelled Jars as we are about ornamental ware for the dining table.

A touch of distinction is given to any dinner by serving some dish "en casserole." Our French and German sturdy white-lined casseroles are identical with those used in the best Continental restaurants. Dutch Coffee Pots, English Tea Pots, Shirred Egg Dishes and quaint earthenware novelties, including Egyptian and old fashioned Cottage Tea Pots.

To make this sale more complete For Three More Days We Shall Continue the 20% RE-DUCTION on All Fine Fancy Goods in These Departments

CHINA, INCLUDING AN UNUSUAL ASSORTMENT OF RICH SERVICE PLATES, GLASSWARE, LAMPS, ELECTROLIERS, CLOCKS, BRONZES, MARBLES. 20% will be taken off the marked prices of any piece of fine fancy goods when you buy.

Decorated Dinner Ware. Dinner Sets Reduced Ten Great Casks of Theo-\$5.39 -regularly \$6.89. PORCE-LAIN DINNER SETS of dore Haviland China. Characteristic Haviland design in loral effect, with handles finished in louded gold. 100 pieces, decorated with neat gold \$6.89 —regularly \$8.97. GOLD-INITALED DINNER SETS of 100 pieces, decorated with gold initial and line to order. | Each. | 15c | 15 \$12.89 -regularly \$16.89. AUS-TRIAN CHINA DINNER SETS of 101 pieces, decorated with floral design and gold on each piece. \$14.49 —regularly \$19.89. LI-MOGE DINNER SETS of 100 pieces, decorated with neat design and gold lines.

MEAT DISHES. 49c
MEAT DISHES. 49c
MEAT DISHES. 69c
SUGAR BOWLS (cov'd) 39c
CREAM PITCHERS. 23c
BUTTER DISHES. 39c
PICKLE DISHES. 19c
SALAD DISHES. 39c "Straus" Cut Glass-the Quality That Won First Prize at the World's Fair.

OLIVE DISHES..... SPOON HOLDERS..... \$1.97 BERRY BOWLS. \$1.98
WATER PITCHERS. \$2.97
FERN DISHES. \$3.49
MAYONNAISE SETS. \$3.49

\$14.89 — regularly \$21.89. THEO.
HAVILAND DINNER
SETS of 100 pieces, decorated with
floral design and gold on handles.
This Set includes a Soup Tureen.

KAMERINS AND PLATES. 190
TEAPOTS . 490
CREAM PITCHERS. 190
WATER PITCHERS. 970
CHOCOLATE POTS . 890 Sugar AND CREAM..... \$2.49

\$1.69 FRUIT BOWLS. \$8.69 \$2.49 LEMONADE CUPS Per dozen \$9.89 \$1.97 ICE CREAM TRAYS \$13.89 CUT Neat floral Were \$1.79 PRESSED Were 23c BLOWN Were 48c BLOWN GLASS design. Now \$1.19 GLASS Now 48c GLASS Now 36c GLASS TUMBLERS Per Dozen TUMBLERS Per Dozen TUMBLERS

A CHARGE ACCOUNT 4% Interest on Every Dollar You Save A DEPOSIT ACCOUNT & AT MACY'S MEANS 2% Dividend on Every Dollar You Spend AT MACY'S MEANS 4% Interest compounded quarterly | 2% dividend on the total amount

while your money is lying on deposit. charged on your account for the year. DEPOSIT CUSTOMERS AT MACY'S SHARE IN THE PROFITS ON WHAT THEY BUY. Come up to the balcony and open a deposit account. We require

no reference and the transaction occupies but two or three minutes.

Happy Time for Home-Loving Housewives

Included in the sale are sturdy and elaborate damask, both by the yard and in sets; fancy Embroideries, Kitchen Towels for pots, china, silver, glass; huge Bath Sheets of Turkish towelling; several sorts of Friction Towels; Damask Towels in all sizes; tiny individual Towels for your guest room or travelling bag; exquisitely embroidered show Towels and favorite kinds of face cloths. Every section of the globe which produces worthy linens is well represented in the unsurpassed values of this special sale. MAIN FLOOR.

Sizes, 70x70 70x88 70x108 ta. Sale, \$1.79 \$2.29 \$2.79

SUPERIOR DOUBLE DAMASK

reach, fish alls solve labous it is refer reductions to elent.

72x 72 in., \$2.97 to \$26.88, 72x 90 in., \$2.97 to \$31.66, 72x108 in., \$3.19 to \$35.89, \$1x 81 in., \$2.97 to \$10.44, 90x 90 in., \$4.49 to \$39.88, 108x108 in., \$14.89 to \$39.88.

ODD LOTS OF NAPKINS— All-linen, full and silver-bleached, in designs that will easily match standard cloth-

designs. Sizes, 17x17 18x18 20x20 in. Sale, 98c ½ dz. 78c ½ dz. 98c ½ dz

pink and blue barders.

SCALLOPED TOWELS......49c
Size 22x40. All linen, choice designs;
the border hemstitched or hemstitched

GREEK BORDERED TOWELS.59c

Napkins to match—

2722 In., \$5.96, \$6.89 and ALL-LINEN SATIN DAMASK—

87.89, 2727 in., \$8.98 to \$59.89 doz.

Napkins to match— Sizes, 20220 and 22222 in. Sale, \$1.98 \$2.29 dox.

TABLE CLOTHS, NAPKINS AND DAMASK BY THE YARD IRISH ALI-LINEN TABLE SCOTCH ALI-LINEN TABLE CLOTHS—
CLOTHS—
Heavy quality, mirrored surface,
Sizes 72x70, 72x83 72x106 in.
Sizes, 70x70 70x88 70x108 in.
Sizes, 62x82 71x71

Sale. \$1.49 \$1.98 \$2.29 Napkins to match— Sizes, 20x20 and 23x28 in, Sale, \$1.49 \$1.98 dor.

DOUBLE DAMASK TABLE CLOTHS—
Irish linen, extra heavy, woven expressly for us; the designs are exceptionally fine. Sizes, 72772 72790 721108 in. Sale, \$3.69 \$4.69 \$5.89 Napkins to match— Sizes, 24x24 and 26x26 in. Sale, \$4.96 \$5.96 doz.

SCOTCH LINEN TABLE CLOTHS—
Extra fine, "Red Star" brand, in designs woven expressly for us,
Sines, 72x12 72x90 72x108
Sale, \$2.19 \$2.94 \$3.56
Sizes, 72x126 72x144 in.
Sale, \$4.08 \$4.66

Napkins to match— Sizes, 20x20 22x22 24x24 in. Sale, \$2.19 \$2.69 \$3.19 dox.

DAMASK, HUCK AND TURKISH TOWELS INDIVIDUAL TOWELS. 6 for 47c | FACE CLOTHS. 6 for 27c | Size 1815120 in. For physicians, of Size 181515 in. In all white, or with Size 1315x20 in. For physicians, of-fice, guest room or travelling use; all white Union linen.

ALL DINEN TOWELS...... 19c Size 19x38 in bemmed, Scotch buck,

LARGE HUCK TOWELS.....24c Size 21x42 in. All linen, with woren damask borders, hometitched.

HEMSTITCHED TOWELS ... 89c Size 19335, hemmed. Full bleached and extra heavy. Size 2039, Special, 14C. Size 20344. Special, 17C. Size 20344. Special, 17C. Size 20347, extra heavy, weighing 715' ibs. to the dozen; special, 24C.

FANCY TABLE AND MISCELLANEOUS LINENS 1/3 TO 1/2 LESS

Sizes, 62:82 62:82 71:71 Sale, \$1.19 \$1.49 \$1.49 Sizes, 71:86 71:34 in. Sale, \$1.98 \$2.39

SATIN FINISH TABLE DAMASK— Elsewhere \$1.00 vd.; sale, 89c. Full bleached, 72 inches wide, in an ex-tensive assortment of designs.

72 in. wide; sale, \$1.89 rd. Heavy quality, our own importation; sold at a single profit.

ALL-LINEN GERMAN DAMASK—66 lb. wide; saie, 79c yd.
72 lb. wide; saie, 89c yd.
One of the most durable Linens imported

Reg. 74c yd.; sale, 59c. Full bleached, in entirely new designs that are seldom purchasable at this price.

63 in. wide; sale, SGC. 72 in wide; sale, 4GC. Suitable for kitchen or emergency use; an excellent grade, in really good patterns.

GLASS TOWELS..... 6 for \$1.38 Size 24x36 in, Hennied and looped ready for use, in red, blue or white

RUSSIAN ROLLIER TOWELS. Sec

MERCERIZED TABLE DAMASK-

SUPERIOR DOUBLE DAMASK-

R. H. Macy's & Co.'s Attractions Are Their Low Prices.

Quality Even at Low Prices

We import the finest blankets made in France, Austria and Germany, and can supply the best quality desired. Prices range up to \$29.98.

You have the widest selection in the city; you pay the low-BASEMENT. est prices in the city.

WHITE CALIFORNIA BLANKETS, with extra fine lamb's wool filling. Pink and blue stripe borders. Size 70x82. Our usual lowest-in-the-city price \$6.25; present sale price, per pair..... \$4.96

So% LAMB'S WOOL BLANKETS, of superior stock and fine grade wool.
Other houses would sell this quality blanket and charge
\$5.84

quantity.) Light pink and blue borders.
60x78, per pair, \$2.28. | 68x80, per pair, \$2.76
IMPORTED CAMEL'S HAIR EFFECT BLANKETS, in jacquard borders and fancy stitch edge, 72x90

A fine full BROADWAY 55 bleached quality me quality made THE NEW SHEETS & PILLOW CASES expressly for R. H. Macy & Co.

Off

Sale Price, Each.

\$2.49

\$2.97

\$4.89 \$5.88 \$9.89

Austrian Fancy China

at one-third less than else-

Decorated with grape design in nati-ural colors; gold line.

TEA CUPS AND SAUCERS. . . 23c

BREAD-AND-BUTTER PLATES.

where.

Ten Great Casks, to be sold

DRY GOODS, &C.

SHEETS. PILLOW CASES. Muslin Pillow 74x90, at,... S7c Cases, hem-63x90, at . . . 41c stitched, 45x36, 72x90, at . . . 47c reduced from 72x90, at ... 47c reduced from 81x90, at ... 49c 18c to 18e 90x90, at ... 57c each.

Other sheets in regular stock up to \$7.63 each for a fine quality linen imported from Belfast.

Other pillow cases in stock up to \$2.21 each for the same quality. EMBROIDERED INITIAL PIL-LOW CASES, finished with a near scalloped edge. These pillow cases sell in other stores at 75c each. Macy's has 2,000 of them, size 45x36, to sell at 49c each. MUSLIN SHEETS-Extra heavy, soft finish, with wide hem. Torn size 81x90, 56c. each.

Bedspreads Reduced Thousands reduced for the January

HEMMED CROCHET, in all new designs, ready for use.
60x76, at 65c 72x80, at 81c
70x82, at 74c 70x90, at 99c
HEMMED HONEYCOMBS, in all
sizes and a number of designs not
found elsewhere, even in higher
priced goods, \$1.28 to \$1.79. THE BEST

FRENCH LACQUER

We have sold thousands upon thousands of these selfsame brass beds and have never had a complaint. Actual experience of this kind is your best engagement. best guarantee. | FOURTH FLOOR. |

2-inch continuous post, five % inch filler rods in head and foot; height of head end, 5 feet; height of foot end, 3 feet. \$14.67
2-inch continuous post, 11 1 inch filler rods, a large husk on every filler straight across; height at head end, 5 ft. 2 in.; height of foot end, 3 ft. 2 fn. \$24.24
Other brass beds in large assortment, ranging in prices from \$9.24 to \$63.25.

ENAMEL IRON BEDS.
Some severely plain, others elaborated.

Some severely plain, others elaborately trimmed with brass, at the fol-

S3.24 S5.67 \$9.74
\$3.74 \$6.34 \$10.89
\$4.24 \$7.24 \$12.84
\$4.49 \$7.49 \$13.24
\$4.89 \$8.24 \$14.67
\$5.24 \$9.34 \$15.74
MACY'S OWN MATTRESSES.
Made by hand in our factory on the premises.
2-6 3-0 3-6 4-0 4-6
Mixed hair.

3-0 3-0 4-0 4-0 4-0 Mixed hair. \$6.69 \$8.24 \$9.90 \$11.00 \$12.21 Special South American hair. \$12.29 \$15.49 \$18.89 \$21.14 \$28.76 No. 1 black drawings. \$13.60 \$17.34 \$21.24 \$23.67 \$26.67 Super extra black drawings. \$15.94 \$20.24 \$24.71 \$27.60 \$31.27

An Importer's Surplus Stock at Tempting Prices.

Landscapes, marines and figure subjects, mounted in rich gilt frames, with burnished gold ornaments, glass front shadow boxes. Paintings, size 18x20; elsewhere \$4.00 and \$5.00; Macy's, \$2.83 Paintings, size 20x24; elsewhere \$8.00 and \$0.00; Macy's, \$5.49 Paintings, size 27x36; elsewhere \$11.00 and \$12.00; Macy's, \$7.49 Paintings, size 27x36; elsewhere \$13.00 and \$14.00; Macy's, \$8.94 Paintings, size 30x40; elsewhere \$14.00 and \$15.00; Macy's, \$9.94

Our painting galleries will well repay a visit. They contain about 300 all bigh class works at prices ranging from \$24.89 up to \$2,000, many of the pictures selected in the artists' own studios by our representatives abroad. . This section of the Macy store is one of the most important. We may add that our picture framing department is the largest in America. prices in every instance afford the "Regular Macy Saving."

An Average

of 1-3

Saving.

ORIENTAL RUGS REDUGED

To appreciate what these values mean, first price similar qualities in other high grade stores. To appreciate how we can give these values you must know that we have our own active organization in Constantinople. The advantage of being on the spot enables us to cut out the usual middleman's profit, and, what is of greater importance, it enables us to insure only selected Rugs finding their way into this store.

oto this store.

When other stores make vague an When other stores make vague announcements as to their "facilities" just ask them what their facilities are.

We carry Rugs up to a superb Sultanie at \$1,275.00. In a specialty store within a stone's throw of Macy's an identical specimen is priced at \$2,000.00. This confirms what we have always pointed out, that your saving by buying at Macy's is greatest on fine goods.

Our former Our

on fine goods.

Spartas—lowest in the oresent City brice.

8ft. 11 in. x7 ft. 1 in. \$98.50 \$63.50
9 ft. x 7 ft. 3 in. \$98.50 \$65.50
9 ft. 2 in. x 7 ft. 2 in. \$98.50 \$65.50
9 ft. 2 in. x 7 ft. 2 in. \$98.50 \$66.50
9 ft. 3 in. x 7 ft. \$2 in. \$98.50 \$66.50
0 ft. 3 in. x 7 ft. \$2 in. \$124.00 \$82.50
0 ft. 5 in. x8 ft. 3 in.\$124.00 \$82.50
10 ft. 5 in. x8 ft. 3 in.\$124.00 \$86.50
11 ft. 8 in. x9 ft. 2 in.\$150.50 \$107.50
11 ft. 11 in. x9 ft. 4 in.\$150.50 \$107.50

14 ft.9 in.x11 ft.11in.\$274.00 \$176.50 Oriental Hall Runners -In special widths which are usually

15 ft. 1 in. x 2 ft. 5 in..., \$65.00 18 ft. x 2 ft. 5 in..., \$75.00 Mahal Carpet-Sized Rugs -Too numerous to mention them all.

Here are a few examples.

11 ft. 6 in. x 9 ft. 3 in. \$90.00

11 ft. 11 in. x 8 ft. 8 in. \$95.00

12 ft. 1 in. x 8 ft. 6 in. \$96.00

12 ft. 2 in. x 8 ft. 4 in. \$85.00

12 ft. 2 in. x 8 ft. 7 in. \$95.00

12 ft. 9 in. x 7 ft. 9 in. \$98.00

Kirmanshahs Average size, A fr. 6 in. x 3 fr. Prices for such Kirmanshahs, elsewhere range from \$35.09 to \$60.00, accord-

ing to the store. Our price, \$24.74 to \$44.74 Antique Daghestans verage size, 5 ft. 6 in. x 3 ft. 6 in. Prices for such Daghestans else-where range from \$30,00 to \$45,00, 98C -BOYS' ALL-WOOL SWEATERS, coat style.

\$2.97 -BOYS' EXTRA

cheviots, in mixtures of gray, brown and tan; cut full and roomy; Nor-folk model, in sizes 6 to 12 years; double-breasted model, in sizes 8 to \$13.74 -TURKISH ROCKERS:

13.74 extra large size; 40 in. high. Handsomely tufted front, top and sides; deep spring seat. Covered with black imitation leather. Elsewhere \$16.00.

\$2.97 PAIR — RENAISSANCE CURTAINS, four choice designs, on best quality net. Sold elsewhere up to \$5.00 a pair.

\$1.69 STERLING SILVER BONBON OR CANDY DISHES; 5½ inches across. Gray-finished etched scroll design; our regular price \$2.49.

\$1.98, CHAIN MESH BAGS: chased, pierced, eiched and engraved frames. Fine, full-shirred mesh; lined throughout with white kid. Fitted with change pocket. Elsewhere \$3.00.

where \$3.00.
\$1.24 MEN'S DRIVING
GLOVES; black and tan
leather; lined with warmthful fleece;
strap at wrists. Our former prices
\$1.74 and \$1.96 a pair.

9C MUSIC BOOKS — "Scholar's
Companion;" sold eisewhere at
40c.; our regular price 29c.

14c for 1912; sold regularly by us
at 23c, a copy.

Above Not on Sale MONDAY

Crowded Out of This Advertisement

To advertise all our Special Values would mean to advertise everything in the store WILLOW AND OSTRICH PLUMES—At less than the cost to make; 22 inch black willows. Somewhat better quality than those sold by other houses at \$8.50; \$4.96. High grade male stock Freuch plumes, black and white, \$1.59 to \$4.96.

according to the store. Our price, \$19.94 to \$24.74